

fashion / calendar

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1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 17, 1964</u>			
Thursday April 16 9:00 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview for press and buying offices of women's Fall sportswear. <u>Show at 9:30 A.M.</u> By invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Thursday April 16 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON "The Tanner Manner"--Summer fashions designed by Dorothy Cox. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Director: Mary Alice Rice, PL. 2-5726. Publicity: Rosemary Sheehan, MJ. 5-1280.	TANNER OF NORTH CAROLINA	HOTEL PLAZA PERSIAN ROOM
Thursday April 16 1:00 P.M.	SHOWING: MATERNITY FASHIONS Showing of Lane Bryant's collection of maternity fashions, designed by Toni Lynn. Commentator: Viveca Lindfors. By invitation. Publicity: Mary Blake, LE. 2-0200, Ext. 340.	LANE BRYANT	4TH FLOOR MATERNITY DEPT.
April 17	GIMBELS' RELEASE--Summer playtime fashions. (Preview, April 15)		
Friday April 17 9:30 A.M. Coffee	PRESS PREVIEW: "FEATHER FLIGHTS" Bloomingdale's will preview their new collection of travel robes. For the press, by invitation. (<u>For Release, Mon., April 20.</u>) Publicity: Louise Langdon, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	2ND FLOOR
Saturday April 18- April 22	FIRST ANNUAL SNOW SHOW About sixty manufacturers and importers will exhibit at Ski Necessities & Outerwear winter sports trade show. Contact: Doris Taplinger, OX.5-1948.	SKI COUNCIL OF AMERICA(10 W. 33RD ST.)	SHERATON-ATLANTIC B'WAY & 34TH ST.
Saturday April 18- April 23	FIFTH ANNUAL SKI TRADE SHOW One-hundred-fifty member firms will present ski apparel, equipment, footwear, and accessories, including more than 1200 different brand-name products. Contact: Ralph A. des Rochas, MO. 1-1533.	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER HOTEL
Sunday April 19- April 23	SKI AND APRES SKI FASHIONS Ski and apres ski fashions at Industry Show. Thereafter at showroom. Contact: LA. 4-4562. Publicity: Sara Pennoyer, MJ. 2-6480.	SAMUEL ROBERT, INC. (1407 BROADWAY)	N.Y. TRADE SHOW BLDG. ROOM 206
Just Released	SOCK COLORS: SPRING, 1965 Forecast of solids, heathers and color combinations for men's and boys' socks. Contact: Ann Mulligan, MJ. 5-5881.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 20, 1964</u>			
April 20	BLOOMINGDALE RELEASE--Travel robes. (Preview, April 17--See Pg. 1)		
Monday April 20 10:30 A.M.	OPENING: EARLY FALL COLLECTION Showings of early Fall collection. Publicity: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday April 20 2:15 P.M.	ADVANCE FALL COLLECTION Paul Parnes advance Fall collection, designed by Fernando Bosc and Earl Luick. Showing April 20 and 22 at 2:15 P.M. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday April 20 5:00 P.M.	PRESS PREVIEW OF SKI FASHIONS Showings: Mon., April 20 at 5:00 P.M. (Press); Tues., April 21 at 5:00 P.M. (Trade). By invitation. Contact: Mary Jean Rainnie, LT. 1-7840.	CHRISTIAN DIOR SPORT	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 20	OPENING: EARLY FALL COLLECTION Hannah Troy's early Fall collection at informal daily showings. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday April 20	ADVANCE FALL COLLECTION Anthony Blotta's advance Fall fashions at continuous showings. By appointment. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Monday April 20	ADVANCE FALL COLLECTION Nat Kaplan's advance Fall collection at continuous showings. By appointment. Contact: Miss Fritzzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday April 20	ADVANCE FALL COLLECTION Continuous daily showings of cocktail and evening fashions, designed by George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 20	TRANSITION AND EARLY FALL COLLECTION Daily informal showings of transition and early Fall collection. Contact: LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday April 20	OPENING: EARLY FALL COLLECTION Daily informal showings of Joan Leslie's early Fall "Misses Sizes for the Young Connoisseur," designed by Kasper. Contact: LW. 4-9000.	JOAN LESLIE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday April 20	OPENING: FALL COLLECTION Daily informal showings of Fall separates and ensembles, designed by Leo Narducci. Contact: Marilyn Mazza, LW. 4-2770.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Monday April 20	KNITS AND CASHMERE COLLECTIONS "Studio Knits" for ski and apres ski. Also, ribbon and jewel-trimmed cashmere sweaters and dresses, designed by Madame Marr. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 20	ADVANCE FALL COLLECTION Continuous showings of Harold Levine's advance Fall collection, designed by Don Breitinger. By appointment. (Showing at Beverly Wilshire Hotel, L.A., April 10-15.)	HAROLD LEVINE, INC. Contact: LA. 4-0237.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday April 20	SHOWING: ADVANCE FALL COLLECTION Daily informal showings of advance Fall collection; also, new collection of Italian knits. By appointment. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday April 20- April 23	THIRTY-THIRD NAT'L EXPOSITION Registration fee: \$2.00. Contact: Ed Greif, at Banner & Greif, MJ.7-7730.	NAT'L PACKAGING EXPOSITION	NEW YORK COLISEUM COLUMBUS CIRCLE
Beginning Monday April 20- April 25	SKI AND APRES SKI FUR FASHIONS Continuous daily showings of Ski and Apres Ski fashions, designed by Mr. Fred. Contact: PE. 6-8515. Publicity: Lisa Curtis, MJ. 4-7444.	FUR & SPORT, INC. (DIV., HOUSE OF GOMPERTZ)	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Monday April 20- April 25	NEW YORK ANTIQUES FAIR Forty-third semi-annual Antiques Fair, with 135 exhibitors from 14 states, displaying American, European, and Oriental furnishings and fashions of several centuries. Hours: 1:00-11:00 P.M.; Sat. 1:00-6:00 P.M. Admission: \$2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MJ. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Beginning Monday April 20- May 5	EARLY FALL PETITE COLLECTION Continuous daily showings of early Fall collection, custom-sized for the petite miss. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
April 21	ALTMAN'S RELEASE DATE--"Young World Goes to the Fair." (No Press Show)		
Tuesday April 21 9:00 A.M. Breakfast	PRESS PREVIEW OF SKI FASHIONS Preview of White Stag's ski fashions for men, women, and children. <u>Show at 9:30 A.M.</u> By invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL AMERICANA GEORGIAN BALLROOM
Tuesday April 21 10:00 A.M.	ADVANCE FALL COLLECTION Showings of advance Fall collection April 21 and 23 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 21 10:00 A.M. Coffee	PREVIEW: "WORLD'S FAIR" HOME FURNISHINGS Stern's will invite the press to preview their "World's Fair" collection of home furnishings. By invitation. (For Release, Wed., April 22.) Publicity: Kay Collins, LO. 5-7950, Ext. 637 or 515.	STERN'S	5TH FLOOR
Tuesday April 21 10:30 A.M.	OPENING: ADVANCE FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 21 11:00 A.M.	OPENING: EARLY FALL COLLECTIONS By invitation. Publicity: Judy Farr, WI. 7-5324.	ANDREA A.; MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

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Tuesday April 21 11:30 A.M.	PREVIEW: ADVANCE FALL COLLECTION Preview of advance Fall collection, designed by Shannon Rodgers. By invitation. Continuous daily thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 21 12:00 Noon Luncheon	PREMIERE SHOWINGS: BACK- TO-SCHOOL COLLECTION Premiere showings of back-to-school boy-tailored separates and coordinates for girls, sizes 3 to 6x; also group of shirts and sweaters for boys, sizes 2 to 20. Champagne box luncheon, April 21, 22, 23 at 12:00 Noon. For press and buyers, by reservation. Contact: OR. 9-2340. Publicity: Janet Laib, UN. 1-0110.	ROB ROY FOR GIRLS (NEW DIV., ROB ROY CO.)	112 WEST 34TH STREET ROOM - 2605
Tuesday April 21; April 23 12:00 Noon	ADVANCE FALL COLLECTION Showing of advance Fall collection at two showings, April 21 and 23 at 12:00 Noon. By invitation. Continuous thereafter, by appointment. Contact: Ruth McLaughlin or Mr. Revell, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 21 1:00 P.M.	OPENING: EARLY FALL COLLECTION Mr. Mort's early Fall collection, designed by Stanley Herman. By invitation. Continuous thereafter. Contact: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 21 1:15 P.M.	ADVANCE FALL COLLECTION Showing of collection for early Fall delivery, designed by Gina for Gothe. Thereafter by appointment. Contact: Larry Farragut, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 21 2:30 P.M.	OPENING: ADVANCE FALL COLLECTION Also April 23 and 29 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday April 21 2:30 P.M.	ADVANCE FALL COLLECTION Advance Fall fashions, designed by Bill Blass. Showing April 21 and 23 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday April 21 4:00 P.M.	OPENING: EARLY FALL COLLECTION Malcolm Starr will present his early Fall collection, designed by Elinor Simmons and Mr. Arno, April 21 and 23 at 4:00 P.M. By invitation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
April 21	CHRISTIAN DIOR SPORT PREVIEW FOR BUYERS AT 5:00 P.M.--498 Seventh Avenue.		
Beginning Tuesday April 21	OPENING: JUNIOR TRANSITION COLLECTION Junior transition cotton dresses; also back-to-school wool sportswear, at daily informal showings. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Tuesday April 21	ADVANCE FALL COLLECTION Advance Fall collection, designed by Philippe Tournaye, at daily informal showings. By appointment. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

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Beginning Tuesday April 21	OPENING: EARLY FALL COLLECTION Informal daily showings of early Fall collection, designed by Ole Borden. Contact: Ron Davern, OX. 5-4760.	ARTHUR COLE ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 22	OPENING OF N.Y. WORLD'S FAIR. Publicity: Jerry Edelberg, Donahue Corp., WF. 4-6541; Information: 888-1212.		
Wednesday April 22 10:00 A.M. Coffee	PREVIEW: CHRISTIAN DIOR SLEEPWEAR FASHIONS Christian Dior sleepwear fashions, exclusive with Altman's. By invitation. (<u>For Release, Mon., April 27.</u>) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	9TH FLOOR CONFERENCE ROOM
Wednesday April 22 10:30 A.M.	"THE HORS D'OEUVRES" COLLECTION "Before the Main Course"--designed by Nick Savage, at one showing only. By reservation. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday April 22 11:30 A.M.	CUSTOMER SHOWING OF FASHIONS BY WRAGGE Open to public. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Wednesday April 22 12:30 P.M. Luncheon	SHOWING: FUR FASHIONS AT LUNCHEON "Fur Without Season"--showing of fur fashions, designed by Fred for Fur & Sport, Div. of House of Gompertz. Press by invitation. Public by reservation; contact: "Headwaiter," CI. 6-9171. Fur & Sport Publicity: Lisa Curtis, PE. 6-8515.	FUR & SPORT, INC. (224 WEST 30TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Beginning Wednesday April 22	ADVANCE FALL COLLECTION Continuous daily showings of advance Fall collection, designed by Dorothy Farbo. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15th FLOOR
Thursday April 23 8:30 A.M. Breakfast	PREVIEW OF FALL LINGERIE FASHIONS Fall lingerie collection for press and buyers. By invitation. Contact: Muriel Fleming, MJ. 5-8200.	GOTHAM LINGERIE & TOMMIES PAJAMAS	HAMPSHIRE HOUSE THE COTTAGE
Thursday April 23 9:30 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS "A Safari"--preview of Fall-Winter fur-lined coats, suits, rainwear, in wools and suedes, designed by Betti Belmont. By invitation. <u>Beginning April 24 daily at showroom, 9th floor, 9:30, 11:30, and 3:30.</u> By appointment. Showings April 24-30 for May/June delivery, Contact: LO. 5-4632.	STYLE TRENDS, INC. (512 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN CENTRAL PK.W. 67TH ST.
Thursday April 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING-SUMMER FASHIONS Showing fashions, available at Lord & Taylor. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.". PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	REMBRANDT (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
April 24	SAKS FIFTH AVENUE RELEASE--"Kip Carpenter" exclusive fashions.(No Preview)		
April 24	ALTMAN RELEASE--New York Boutique for gifts. (Preview by appt. 4th floor.)		

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Friday April 24 7:00 P.M. Dinner- Dance	FESTIVAL OF FRAGRANCE DINNER-DANCE Final event of "Festival of Fragrance Week" for benefit of Guideposts for Children, Lenox Hill Hospital, in cooperation with leading department stores, magazines, and fragrance industry. Gala costume parade and perfume bar. Reservations: \$25.00 (tax deductible). Contact: Annette Green Associates, 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	WALDORF-ASTORIA BALLROOM
April 26	DAYLIGHT SAVING TIME BEGINS (Move clocks ahead one hour).		
April 27	ALTMAN'S RELEASE--Christian Dior sleepwear.(Preview, April 22--See Pg.5)		
April 28	MACY'S RELEASE DATE--"By-The-Sea" fashions. (No Press Show)		
Tuesday April 28 6:00 P.M. Cocktails	PREVIEW: REGENCY TOWERS ultra-luxury model apartments, duplicated on the store's 5th floor, furnished and decorated by Barbara D'Arcy and staff of Bloomingdale decorators. For the press, by invitation. (For Release, Wed., April 29). Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Wednesday April 29 5:00 P.M. Cocktails	PRESS PREVIEW: "WORLD'S FAIR" OF HOUSEWARES Preview for the press of Macy's "World's Fair" housewares, music, and TV. By invitation. (For Release, Fri., May 1.) Publ.: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
April 30	OHRBACH'S RELEASE DATE--Swim fashions. (No Press Show)		
Thursday April 30 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: "The Olympics of U.S. Knits"--showing of newly-developed fashion concepts in synthetic and natural fibers. Knitwear and swimwear for men, women, and children at forty-sixth annual convention. Tickets: \$7.50 each. Press and buyers by invitation. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, 386 Park Ave. So., MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
Thursday April 30 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Ferdinando Sarmi; Norman Norell; Donald Brooks; John Moore; Rudi Gernreich; Pembroke Squires of Cabana; Don Simonelli of P.R.L.; Chester Weinberg of Teal Traina; David Kidd of Arthur Jablow; Anthony L. Muto of Arkay; Jacques Tiffeau of Tiffeau-Busch. Prices: \$3.00 (afternoon); \$3.00 and \$6.00 (evening, all seats reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
May 1	MACY'S RELEASE--"World's Fair" housewares. (Preview, April 29--See Above)		
Friday May 1 9:00 A.M. Breakfast	PREVIEW FOR BEAUTY EDITORS Special preview to present "Young Lady Esther" at a champagne breakfast. For the press, by invitation. Publicity: Majorie Needham at Taplinger Assoc., PL. 2-7722.	LADY ESTHER BEAUTY PRODUCTS	HOTEL GOTHAM PETITE BALLROOM
Sunday May 3 6:00 P.M. Dinner	PREVIEW: FALL FASHIONS IN LOS ANGELES Helga will preview his Fall collection at dinner showing. By reservation. Contact: Walter Oppenheimer, MA. 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Sunday May 3	FALL OPENINGS IN CALIFORNIA	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
	May 3: 10:30 A.M. Lee Herman; 1:30 P.M. Elis Porter; 4:30 P.M. Michael Novarese; 6:00 P.M. Helga.		
	May 4: 8:30 A.M. Stanley Nelson; 10:30 A.M. Marusia; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose. By Appointment: Mike Anthony; Adele of California; Wayne Fuller; Michaelson Inc.; M. Nadler; Oscar of Beverly Hills.		
	May 5: 9:00 A.M. Peggy Hunt; 10:30 A.M. Couture West; 4:30 P.M. Georgia Bullock; 8:00 P.M. Cooper Couture.		
	Contact: Barbara L. Trister, 819 Santee Street, Los Angeles, Cal.		

May 4 BEST'S RELEASE DATE--"Frost White" collections. (No Press Show).

Monday May 4 4:30 P.M. OPENING: FALL FASHIONS IRENE, INC. 3550 HAYDEN AVENUE CULVER CITY, CAL.
Preview of Irene's Fall collection. By invitation. Contact: Mr. Lee Gersten, 3550 Hayden Ave., Culver City, Cal.

Monday May 4 6:00 P.M. FALL FASHIONS IN LOS ANGELES BUD KILPATRICK (2139 STONER, WEST L.A.) BEVERLY HILLS HOTEL CRYSTAL ROOM
Bud Kilpatrick will present his Fall fashions. By invitation. Contact: BR. 2-1178(L.A.). Publicity: Eleanor Lambert, (N.Y.) MU. 8-2130.

Beginning Monday May 4 OPENING: FALL FASHIONS WAYNE FULLER, INC. 122 EAST 7TH STREET SHOWROOM - 12TH FLOOR
Wayne Fuller will present his Fall collection of dresses and costumes. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.).

May 5 ALTMAN'S RELEASE DATE--Graduation dresses. (No Press Show).

Thursday May 7 12:30 P.M. Luncheon SPRING-SUMMER FASHIONS AT LUNCHEON SHOWING ANNE FOGARTY, INC. (530 SEVENTH AVENUE) HOTEL PLAZA PERSIAN ROOM
Anne Fogarty will present her Spring-Summer fashions, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept." PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.

May 12 MACY'S RELEASE DATE--Junior Summer sportswear. (No Press Show)

Tuesday May 12 10:30 A.M. OPENING OF FALL SUIT COLLECTION HANDMACHER-VOGEL, INC. 533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Complete Fall collection of Fibranne suits of twistspun, double knits, and wool. Showings at 10:30, May 12, 26, June 2, 9, 16, 23. By reservation. Contact: Norma Rousseau, LO. 4-7832.

Tuesday May 12 2:30 P.M. PREVIEW OF FALL COLLECTION HAYMAKER SPORTS, INC. 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Shirts, skirts, pants, separates, and knits. By invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.

Tuesday May 12 4:00 P.M. Aperitif ANNUAL FASHION SHOW: DESIGNS BY STUDENTS PRATT INSTITUTE (BROOKLYN) JUDSON HALL 165 WEST 57TH STREET
Designs by students at their sixty-fourth annual fashion show. Show at 4:30 P.M. By invitation. Contact: Fashion Division, MA. 2-2200, Ext. 383.

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Wednesday May 13 10:30 A.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rainwear. By invitation. Thereafter, June 2, 3, 4, 8, 10, 11 at 4:00 P.M. By reservation. Publicity: Peg Mathews, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 13 4:00 P.M. Cocktails	PREVIEW OF FALL PETITE FASHIONS Preview of Petti 4's Fall custom-sized petites ensembles and one-piece dresses. For press and buyers, by invitation. Continuous daily thereafter. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 13 4:00 P.M. Cocktails	TWELFTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award for this year will be presented to Anne Klein of Junior Sophisticates. <u>Show at 4:30.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
Thursday May 14 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview for the press of children's import collection. By invitation. <u>(For Release, Fri., May 15.)</u> Publicity: Mary Ann Crenshaw, OX. 5-4000.	OHRBACH'S	6TH FLOOR
Thursday May 14 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING Subject: "Children on the Go"--Speaker: Bill Adler, editor of "McCall's", humorist and author. Co-chmn: Susan Rolontz(commentator) of Tobe Assoc.; & Marcelle Burnham of "McCall's". Prices: \$8.00, members; \$12.00 guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JUNIOR SPORTSWEAR Premiere showing of White Stag's junior sportswear, <u>featuring a special collection, designed by John Weitz.</u> <u>Show at 4:30.</u> For press and buying offices, by invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL DELMONICO CRYSTAL ROOM
May 18	MACY'S RELEASE DATE--Children's "By The Sea" fashions. (No Press Show)		
Tuesday May 19 8:30 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Tenth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and sub-teen style show forecast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Publicity: Pat Di Sernia, Fashion and Merchandising Director--The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM
Tuesday May 21 2:30 P.M.	PREVIEW OF FALL SUITS AND COSTUMES Fall suits and costumes, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE
Thursday May 21 2:30 P.M. Cocktails	OPENING OF FALL DRESS COLLECTION Preview for the press and resident buyers, by invitation. Beginning Monday, May 25, through June 4, daily except Friday at 10:30. Thereafter, Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 21 4:30 P.M. Cocktails	FALL FASHION SHOW AND PRESENTATION Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
Monday May 25- June 19 8:30 A.M.- 6:00 P.M.	FASHIONS FROM AUGUST COLLEGE ISSUE "Perfect College Shop"--continuous showings of college fashions, including ideas for selling and display. Informal modeling at 8:30 A.M., 12:30 and 5:00. Res. for breakfast and luncheon showings: MU. 9-5900, Ext. 469.	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 25 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS Showings--Leonard Arkin, May 25, June 1, 8 at 10:30; Andrew Arkin May 25, June 1, 8 at 11:30. Publicity: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 25 3:30 P.M.	ANNUAL FALL FASHION SHOW Milliken will present Fall fashions at 3:30 P.M., on May 25 and June 1. Breakfast showings: May 26, 27, 28, June 2, 3, 4, 5, 8, 9, 11, 12. By invitation and ticket only. Fashion & Publicity Director: Doris Van Patten, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
Monday May 25 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE Fashion presentation at 8:00 P.M., followed by supper and dancing. Subscription (tax deductible): \$100.00 per person for benefit of "Educational Foundation for the Apparel Industry." Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Wednesday May 27 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Molly. By invitation. Thereafter, June 2, 4, 9, 11, 16 at 10:00 A.M. By reservation. Contact: PE. 6-7121. Publicity: Alene Burt, MU. 4-7350.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 27 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Philippe Tournaye. By invitation. Showing thereafter, June 3, 4, 9, 10, 11 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 27 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESS COLLECTION For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 28 12:00 Noon Luncheon	INTIMATE APPAREL LUNCHEON MEETING Co-chmn: Rosalind Starkman, Bloomingdale's and Marian Sherwood, of "Vogue Magazine". (Prices in a later issue). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Monday June 1 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 2	PRIMARY DAY.		
Tuesday June 2 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials, modelled by teen-agers who have appeared in the magazine. First of an annual Retailer of the Year award. Commentator: Ann Dickson. By reservation. Tickets: \$3.50. Contact: Peg O. Benson, YU. 6-6300, Ext. 231.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL BILTMORE MUSIC ROOM
Tuesday June 2 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Showings at 10:00 A.M., June 2, 4, 9, 11, 18. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showings: June 2, 5, 9, 10, 12, 16, 18 at 10:30 A.M. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Nick Savage at 10:30 A.M., June 2, 3, 9, 10, 11, 16. By reservation. Contact: Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 2 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Showings at 11:30, June 2, 4, 8, 10, 16. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 2 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field will attend the School's 27th graduating class; presentation of alumnae awards. By invitation. Contact: Lorraine Helfont, TR. 9-4644. Publ.: Harold Imber, Constance Hope Assoc., PL.7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 2 1:00 P.M.	OPENING: FALL COLLECTION Showings at 1:00 P.M., June 2, 3, 9, 10, 16. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 2 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, June 2, 3, 4, 5, 9, 10, 11, 16 at 1:00 P.M. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday June 2 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 2, 3, 4, 8, 10 at 2:00 P.M. By appointment. Contact: Mrs. Jay Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION Paul Parnes' Fall collection, designed by Fernando Bosc and Earl Luick at 2:15, June 2, 4, 8, 9, 10, 15, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 3, 4, 9, 10, 11, 16, 17, 18 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358. Publicity: Ann Silver of Pennoyer Assoc., MU. 2-6480.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 2 4:00 P.M. Reception	TWENTY-NINTH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1964 college issue. Merchandise exhibit and reception 4:00 P.M. <u>Showing promptly at 5:00.</u> Tickets: \$12.00, by invitation. (Special buses, Metropolitan Opera, West 39th St. & B'way, from 3:30; last bus at 4:45.) Contact: Lenore Benson, MU. 9-5900, Ext. 653.	MADMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 2 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS <u>Show at 5:00 P.M.</u> For press and buyers, by invitation. Daily informal showings beginning Wed., June 3 at showroom, 1400 Broadway, 27th floor. Contact: Claire Suratt, CH. 4-4131. Publicity: Florence Judson, LA. 4-2640.	YOUNG VIEWPOINT FASHIONS; YOUNG VIEWPOINT KNITS	500 CLUB 500 SEVENTH AVENUE
Wednesday June 3 11:30 A.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits, June 3, 9, 11, 15, 17 at 11:30. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday June 3 12:00 Noon	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, June 4, 9, 10, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	MAJESTIC THEATRE 245 WEST 44TH STREET
Wednesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION Showings: June 3, 4, 8, 9, 10, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 3, 9 and 18. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 5:00 P.M.</u> For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, FL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 3 6:00 P.M. Cocktails	PREVIEW: CALIFORNIA FALL FASHIONS Preview of Irene's Fall collection. For press and buyers, by invitation. Thereafter, by appointment, in private suite. Contact: Mr. Lee Gersten, 3550 Hayden Ave., Culver City, (L.A.).	IRENE, INC.	SAVOY-HILTON HOTEL NEW YORK
Thursday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions at 12:00 Noon, June 4, 9, 11. By reservation. Contact: Beatrice Morett, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 4 2:30 P.M.	OPENING: FALL COLLECTION Showings: June 4 at 2:30 and 5:00; June 9, 11, 16, 18 at 2:30; June 24 at 10:30. By reservation. Contact: Estelle Marr,	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 9 and 10 at 2:00 P.M., at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday June 5 9:00 A.M. Coffee	PREVIEW OF FALL- WINTER FALL FASHIONS Presentation of the Christian Dior Fall-Winter fur collection; also the Laurence H. Kaye collection. By invitation. Thereafter at 10:30 and 2:30. Contact: Rose Ciacchi, OX. 5-8340.	CHRISTIAN DIOR & LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday June 5 11:00 A.M.	SHOWING OF FALL COLLECTION Thereafter June 9, 10, 15 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 8 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Originals" fur collection. By invitation. Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Tues., June 9, daily at 10:00 A.M. and 2:00 P.M. Publ.: Fredy Schey, TR.9-9881.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 8 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 8, 9, 10, 11, 15, 16, 17, 22. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday June 8 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Bill Blass. By invitation. Showing thereafter, June 9, 10, 11, 16, 17, 18, 23, 25 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 8 7:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Trade showings June 9, 10, 11 at 3:00 P.M. By reservation. Publicity: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 9 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Contact: Mr. A. Grauer, BR. 9-6365.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Anthony Blotta's Fall collection June 9, 11, 16 at 2:30 P.M. By reservation. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 9 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 10 at 2:30 P.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous daily thereafter at showroom. Contact: OX. 5-4270. Publicity: Sara Penoyer, MJ. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Showings June 9, 11, 16 at 4:00 P.M. By reservation. Contact: Sally Wolfe, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 9 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday June 10 9:00 A.M. Breakfast	FALL-WINTER FURS BY LILLY DACHE Fall-Winter fur fashions, designed by Lilly Dache for Wells-Treister. (Show at 9:30 promptly.) For press and buyers, by invitation. Contin- uous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MJ. 8-2130.	WELLS-TREISTER CO. (345 SEVENTH AVENUE)	HOTEL REGENCY BALLROOM
June 10	FREDRICA FURS TRADE SHOWING AT 2:30 P.M. (345 Seventh Ave., CH. 4-8685).		
Wednesday June 10 5:00 P.M. Cocktails	PREVIEW: CALIFORNIA FALL COLLECTION Preview of Fall collection. By invitation. Thereafter showing in pri- vate suite, by appointment. Contact: Eph Feinberg, BR. 2-1178 (L.A.) Publicity: Eleanor Lambert, MJ. 8-2130.	BUD KILPATRICK (2139 STONER, WEST L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 10 9:00 P.M.	PREVIEW OF FALL FASHIONS Burke-Amey's Fall collection for press and buyers, by invitation. (Black Tie); also Tues., June 16 at 5:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 11 2:30 P.M.	OPENING: FALL FUR COLLECTION Showing for buyers of Ritter's wholesale fur collection. Thereafter, at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MJ. 8-2130.	RIITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Monday June 15 11:00 A.M.; 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press, June 15 at 11:00. For buyers, June 15 at 3:00 and June 16 at 11:00. All showings, by invitation. Contact: Fay Berk, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

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